

Abstract of the Disclosure

By implementing a unit obtaining behavior data,
a unit recording/storing the obtained behavior data
5 and a unit calculating the fee of the recorded/stored
behavior data and selling the behavior data by a
computer system, the behavior data are traded. By using
data in which a paired series of place information/time
information and information provided to a user
10 depending on a time/place to be presented are described
according to a prescribed specification, the utility
of such data can be improved. In this way, a system
in which data about a series of human consecutive
behavior can be collected and the behavior data can
15 be sold, can be provided, and as a result, behavior
data can be effectively utilized for commodity
development, information service,
advertisement/commercial, etc.